

RFP #12-12

TRANSIT VEHICLE ADVERTISING

SUMMARY

The Board of County Commissioners of Frederick County, MD (herein referred to as “the County”) is soliciting proposals from qualified Marketing/Advertising firms to market, sell, produce, place and maintain advertising panels and wraps on TransIT Services of Frederick County (herein referred to as “TransIT” Services) fifty-three (53) transit vehicles. The successful firm will have the exclusive rights to the advertising space specified herein. The objective of this solicitation is to obtain effective marketing and advertising services that will produce the maximum revenue possible for the County.

Proposals are requested from interested firms to act as the exclusive agent for the County for the sale of advertising on TransIT Services fixed route and shuttle buses and demand response specialized vehicles. The selected agent will be responsible for the sale, production, placement, maintenance and removal of display sign advertising. In return, the agent will pay the County a percentage of its gross revenue generated from the sale of advertisements. The County reserves the right to reject any advertising that the County determines to be controversial, offensive, objectionable or in poor taste. At a minimum, the County prohibits advertising of alcohol, tobacco, political campaigns and religious matter on its buses.